



WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977

Media Strategies & Research
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract #	77370
Schedule Dates	08/27/12-09/02/12
Advertiser	WARREN FOR SENATE 2012 (3373)
Agency	Media Strategies & Research (1800)
Product	POLITICAL CANDIDATE (1051)
Brand	Est 11662 8/27/12-9/2/12 (27299)
Salesperson	Shiebler, Charles (1011)
Sales Office	WHDH
Buyer Name	
Phone/Fax	/
CPE	11662
Account Types	Local/Political Candidate Agency
Billing Type	Standard
Comments	
Date Entered	08/21/12
Last Modified	08/22/12
Entered By	Krista Gordon
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$20,640.00
Net Total	\$116,960.00
Sales Tax	

WHDH BOSTON (WHDH)		
By Broadcast Month	Spots	Rate
Sep. 2012	124	\$137,600.00
Grand Total:	124	\$137,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	5:30A-7 News Today in New England	1	1	1	1	1	1			1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/21/12
2.1	Normal Line / SPOT	08/31/12-08/31/12	1	:30	5:30A-7 News Today in New England	1						1		1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/22/12
3.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	6A-7 News Today in New England	1	1	1	1	1	1			5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		8/21/12
4.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	6:30A-7 News Today in New England	1	1	1	1	1	1			5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		8/21/12
5.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	7A- Today Show	2	2	2	2	2	2						WHDH Boston (WHDH)		8/21/12
5.1	Normal Line / SPOT	08/27/12-08/31/12	1	:30	7A- Today Show	1	1	1	1	1	1			5	\$1,500.00	\$7,500.00	WHDH Boston (WHDH)		8/22/12
6.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	8A- Today Show	2	2	2	2	2	2						WHDH Boston (WHDH)		8/21/12
6.1	Normal Line / SPOT	08/27/12-08/31/12	1	:30	8A- Today Show	1	1	1	1	1	1			5	\$1,500.00	\$7,500.00	WHDH Boston (WHDH)		8/22/12
7.0	Revised Line / SPOT	09/01/12-09/01/12	1	:30	6:57A- Today Show Weekend	2						X					WHDH Boston (WHDH)		8/21/12
7.1	Normal Line / SPOT	09/01/12-09/01/12	1	:30	6:57A- Today Show Weekend	1						X		1	\$750.00	\$750.00	WHDH Boston (WHDH)		8/22/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Schedule Dates	08/27/12-09/02/12	Last Modified	08/22/12
Advertiser	WARREN FOR SENATE 2012 (3373)	Entered By	Krista Gordon
Agency	Media Strategies & Research (1800)	CO-OP	No
Product	POLITICAL CANDIDATE (1051)	Headline #	
Brand	Est 11662 8/27/12-9/2/12 (27299)	Demo	
Salesperson	Shiebler, Charles (1011)	Order Type	Normal
Sales Office	WHDH	Package Deal	
Buyer Name		Commission %	15.00
Phone/Fax	/	Commission	\$20,640.00
CPE	11662	Net Total	\$116,960.00
Account Types	Local/Political Candidate Agency	Sales Tax	
Billing Type	Standard		
Comments			

By Broadcast Month	Spots	Rate
Sep. 2012	124	\$137,600.00
Grand Total:	124	\$137,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Normal Line / SPOT	09/02/12-09/02/12	1	:30	7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN	1							X	1	\$200.00	\$200.00	WHDH Boston (WHDH)		8/21/12
10.0	Normal Line / SPOT	09/02/12-09/02/12	1	:30	7:57A- TODAY SHOW-SUNDAY	2							X	2	\$750.00	\$1,500.00	WHDH Boston (WHDH)		8/21/12
11.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	9A- 7 News Today in New England 9-10A	1	1	1	1	1							WHDH Boston (WHDH)		8/21/12
11.1	Normal Line / SPOT	08/27/12-08/30/12	1	:30	9A- 7 News Today in New England 9-10A	1	1	1	1	1				3	\$500.00	\$1,500.00	WHDH Boston (WHDH)		8/22/12
12.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	9:30A- 7 News Today in New England 9-10A	1	1	1	1	1							WHDH Boston (WHDH)		8/21/12
12.1	Normal Line / SPOT	08/28/12-08/28/12	1	:30	9:30A- 7 News Today in New England 9-10A	1								1	\$500.00	\$500.00	WHDH Boston (WHDH)		8/22/12
13.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	10A- Today Show	1	1	1	1	1							WHDH Boston (WHDH)		8/21/12
13.1	Normal Line / SPOT	08/27/12-08/31/12	1	:30	10A- Today Show	1	1	1	1	1				3	\$400.00	\$1,200.00	WHDH Boston (WHDH)		8/22/12
14.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	12P- 7 News at Noon	1	1	1	1	1							WHDH Boston (WHDH)		8/21/12
14.1	Normal Line / SPOT	08/28/12-08/30/12	1	:30	12P- 7 News at Noon	1	1	1	1	1				2	\$400.00	\$800.00	WHDH Boston (WHDH)		8/22/12
15.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	12:30P- 7 News at Noon	1	1	1	1	1							WHDH Boston (WHDH)		8/21/12

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Advertiser	WARREN FOR SENATE 2012 (3373)	Entered By	Krista Gordon
Agency	Media Strategies & Research (1800)	CO-OP	No
Product	POLITICAL CANDIDATE (1051)	Headline #	
Brand	Est 11662 8/27/12-9/2/12 (27299)	Demo	
Salesperson	Shiebler, Charles (1011)	Order Type	Normal
Sales Office	WHDH	Package Deal	
Buyer Name	/	Commission %	15.00
Phone/Fax		Commission	\$20,640.00
CPE	11662	Net Total	\$116,960.00
Account Types	Local/Political Candidate Agency	Sales Tax	
Billing Type	Standard		
Comments			

By Broadcast Month	Spots	Rate
Sep. 2012	124	\$137,600.00
Grand Total:	124	\$137,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.1	Normal Line / SPOT	08/27/12-08/31/12	1	:30	12:30P- 7 News at Noon	1			1	1	1			4	\$400.00	\$1,600.00	WHDH Boston (WHDH)		8/22/12
16.0	Revised Line / SPOT	08/27/12-08/27/12	1	:30	12:57P- Days of our Lives	1	X							1			WHDH Boston (WHDH)		8/21/12
16.1	Normal Line / SPOT	08/28/12-08/28/12	1	:30	12:57P- Days of our Lives	1		X						1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/22/12
17.0	Revised Line / SPOT	08/29/12-08/29/12	1	:30	2P- DOCTORS	1			X					1			WHDH Boston (WHDH)		8/21/12
17.1	Normal Line / SPOT	08/30/12-08/30/12	1	:30	2P- DOCTORS	1				X				1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/22/12
19.0	Normal Line / SPOT	09/02/12-09/02/12	1	:30	9A- 7 News Today in New England-Sun	1							X	1	\$750.00	\$750.00	WHDH Boston (WHDH)		8/21/12
20.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	3P- 3:56P (ET)	2	2	2	2	2	2			10	\$400.00	\$4,000.00	WHDH Boston (WHDH)		8/21/12
21.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	4P- 7 News at 4	2	2	2	2	2	2			10	\$500.00	\$5,000.00	WHDH Boston (WHDH)		8/21/12
22.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	4:30P- 7 News at 4	2	2	2	2	2	2			10	\$600.00	\$6,000.00	WHDH Boston (WHDH)		8/21/12
23.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	4:59P- 7 News at 5	2	2	2	2	2	2			10	\$850.00	\$8,500.00	WHDH Boston (WHDH)		8/21/12
24.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	5:29P- 7 News at 5	2	2	2	2	2	2			10			WHDH Boston (WHDH)		8/21/12
24.1	Normal Line / SPOT	08/27/12-08/31/12	1	:30	5:29P- 7 News at 5	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WHDH Boston (WHDH)		8/22/12
25.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	5:58P- 7 News at 6	2	2	2	2	2	2			10	\$1,200.00	\$12,000.00	WHDH Boston (WHDH)		8/21/12

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Advertiser WARREN FOR SENATE 2012 (3373)
Agency Media Strategies & Research (1800)
Product POLITICAL CANDIDATE (1051)
Brand Est 11662 8/27/12-9/2/12 (27299)
Salesperson Shiebler, Charles (1011)
Sales Office WHDH
Buyer Name /
Phone/Fax 11662
CPE 11662
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Last Modified 08/22/12
Entered By Krista Gordon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$20,640.00
Net Total \$116,960.00
Sales Tax

By Broadcast Month Spots Rate
Sep. 2012 124 \$137,600.00
Grand Total: 124 \$137,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
26.0	Normal Line / SPOT	09/01/12-09/01/12	1	:30	6P- 7 News at 6	2						X		2	\$1,200.00	\$2,400.00	WHDH Boston (WHDH)		8/21/12
27.0	Normal Line / SPOT	09/02/12-09/02/12	1	:30	6P- 7 News at 6	2							X	2	\$1,200.00	\$2,400.00	WHDH Boston (WHDH)		8/21/12
28.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	6:58P- 7:28P (ET)	1	1	1	1	1	1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		8/21/12
28.1	Normal Line / SPOT	08/27/12-08/30/12	1	:30	6:58P- 7:28P (ET)	1	1	1	1	1	1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		8/21/12
29.0	Revised Line / SPOT	08/27/12-08/31/12	1	:30	7:28P- 7:58P (ET)	1	1	1	1	1	1			3	\$1,800.00	\$5,400.00	WHDH Boston (WHDH)		8/21/12
29.1	Normal Line / SPOT	08/31/12-08/31/12	1	:30	7:28P- 7:58P (ET)	1						X		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		8/21/12
30.0	Normal Line / SPOT	09/01/12-09/01/12	1	:30	7P- Access Hollywood Sat	1						X		1	\$500.00	\$500.00	WHDH Boston (WHDH)		8/21/12
31.0	Normal Line / SPOT	08/28/12-08/28/12	1	:30	7:57P- America's Got Talent	1							X	1	\$12,000.00	\$12,000.00	WHDH Boston (WHDH)		8/21/12
32.0	Normal Line / SPOT	08/29/12-08/29/12	1	:30	9P- America's Got Talent	1							X	1	\$12,000.00	\$12,000.00	WHDH Boston (WHDH)		8/21/12
36.0	Normal Line / SPOT	08/27/12-08/31/12	1	:30	10:59P- 7 News at 11 PM	2	2	2	2	2	2			10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		8/21/12
37.0	Revised Line / SPOT	09/01/12-09/01/12	1	:30	10:59P- 7 News at 11 PM	2						X		1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		8/21/12
37.1	Normal Line / SPOT	09/01/12-09/01/12	1	:30	10:59P- 7 News at 11 PM	1						X		1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		8/21/12
38.0	Revised Line / SPOT	09/02/12-09/02/12	1	:30	11P- 7 News at 11 PM	2						X		1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		8/21/12
38.1	Normal Line / SPOT	09/02/12-09/02/12	1	:30	11P- 7 News at 11 PM	1						X		1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		8/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

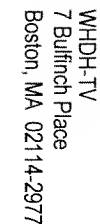
Date:

Comments:

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B/E Bookend P/B Piggy Back

Printed At: 02:28 PM on Wednesday, August 22 2012



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11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Last Modified	08/22/12
Entered By	Krista Gordon
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$20,640.00
Net Total	\$116,960.00
Sales Tax	

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Sep. 2012	124	\$137,600.00
Grand Total:	124	\$137,600.00

[illegible]

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Porte

Comments:

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Printed At: 02:28 PM on Wednesday, August 22 2012